

Aging with Grace



Honoring the Spirit Within



In-Home Care | Independent Living | Assisted Living

Radical Hospitality Happens at Valley VNA

The people of Valley VNA Senior Care practice daily the art of radical hospitality. We warmly open our hearts to residents, families, and new co-workers from all walks of life; we work side-by-side and strive to treat one another as partners and friends; and we depend on our professional board of directors and regulatory bodies to hold us to the highest standards of care and safety.

- Within this report, please learn more about our groundbreaking achievement as the first Fox Valley Assisted Living community to achieve Diamond Accreditation from on-site inspectors of the Wisconsin Assisted Living Association.
- Log on to our web site at www.valleyvna.org to read about some of the fascinating residents, employees, and talented local board members with whom we have the honor to work.
- Just as our doors “swing in,” we likewise go out into the community to share our caregiving expertise and the warmth and wisdom of our residents and clients.
- This year we purchased a sparkling new activity van so our residents and clients can more readily enjoy the vibrancy of our community from concerts, to shared meals, shopping trips, and Christmas light displays.
- We hit the road with hundreds of foot care clinics, flu shot clinics, in-home care visits, and Health Chats to meet our people where they need us most: close to home.
- A fresh cohort of active volunteers flocked to Valley VNA to be trained as bike rickshaw pilots for our new Danish-inspired Cycling Without Age program. It’s been a joy to get so many inquiries about those shiny red rickshaws gliding around town!
- An inventive video series on social media highlights the joy and success of several key Valley VNA employees, powerful testimonies intended to attract jobseekers to our ranks.

Radical hospitality—the sharing between the community and Valley VNA—is part of our culture that grows out of our mission. We are a non-profit organization whose very existence is rooted in reinvesting in the people who need and support us. In the coming year, we will continue to share more ideas, experiences, challenges, and laughter. We remain open to feedback that fuels our pursuit of excellence and continuous improvement.

Most importantly, we remain committed to our mission of open doors, minds, and hearts as we provide quality choices for senior living. **Thank you.**



Theresa Pichelmeyer,
President & CEO



Frank Kearny,
*Board of Directors –
President*

Board of Directors

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Valley VNA Earns Diamond Accreditation for Assisted Living

First in Fox Valley to Complete Intensive Multi-Year Quality Program, Evaluation



In October 2017, the Wisconsin Assisted Living Association (WALA) announced Valley VNA Senior Care earned Diamond Accreditation, the highest level of achievement within its Diamond Accreditation Program for quality. Leadership and staff at Valley VNA embarked on the three-

year program of process and quality improvement that culminated this month in a day-long on-site facility evaluation conducted by professional WALA evaluators. The evaluators conducted interviews as well as reviewed quality improvement-related documents. Valley VNA is the first assisted living facility in the Fox Valley to achieve Diamond Accreditation in this rigorous program. It is no small feat; it has taken a lot of time and resources, but we believe in the systematic quality process because it proves our first priority is always the safety and care of our residents and staff.

WALA's Diamond Program believes that quality in an assisted living community is multifaceted and not achieved by merely calculating data. Rather, creating a quality assisted living community is done through implementing systems that support care and enrichment for residents and staff. This ensures that quality improvement work should be an ongoing process that continues after Accreditation.



Valley VNA is the first assisted living facility in the Fox Valley to achieve Diamond Accreditation in this rigorous program.

“Valley VNA chose to undertake the challenging, but ultimately prestigious process toward accreditation,” said Jim Murphy, Executive Director of WALA. *“Residents and families should recognize WALA Diamond Accreditation as a significant badge of honor and quality in assisted living.”*



Options & Solutions Help Our Community

Talk with Our Knowledgeable Nurses

When you realize you or a loved one could use a little help and you're not sure where to start, **Options & Solutions** is a free visit by a Valley VNA nurse who can give helpful recommendations based on your lifestyle and needs. Valley VNA is a community resource you can trust. It's an entirely free, no-pressure visit with a friendly and knowledgeable person.



assistance, foot care clinics, grocery shopping, meal prep, personal caregiving like dressing and bathing, or ideas about assisted living. Julie and Andrea can also help assess your home safety and help recommend equipment to keep you safe and independent at home.

Julie and Andrea also provide **Health Chats** at several of the independent senior apartments in the community. They visit and talk about health and wellness topics and provide free blood pressure clinics. Valley VNA's In-Home Care provides these free services with a "no strings attached" philosophy. We've been a part of the community since 1908, and we love to give back to the people who support our mission: to provide quality choices for senior living. People who are interested in learning more are invited to call (920) 727-5555.

Julie and Andrea are our Valley VNA In-Home Care nurses who do our **Options & Solutions** consultations. They are trained to assess a person's needs, which make them perfectly prepared to visit your home and have a warm and helpful conversation. A typical **Options & Solutions** meeting takes about 1-2 hours.

Recommendations can range from medication management, to home-delivered meals, transportation

Eagle Scout Has an Eye for Gardening – Meet Menish

The **Eagle Scout Service Project** is the opportunity for a **Boy Scout** to demonstrate leadership of others while performing a project for the benefit of his community. This year Valley VNA was fortunate to have Eagle Scout Menish select us to benefit from his project.



Menish toured the Schmerein Garden and noted it was looking a little tired and asked if he could lead the upgrades. As a part of the Eagle Scout project, all funds need to be raised by the Eagle Scout. Menish created his plan to move several plants, fill in with stone, and clean and re-



stain the gazebo. On a nice fall day, Menish, his family, friends, and fellow scouts worked a long hard day in the garden. This young Eagle Scout completed his project with kindness, generosity, and respect. Thank you to the Boy Scouts of America for providing the means for our youth to demonstrate their leadership and generous spirit.

Bike Rides Remind Us of the Thrill of the Wind in Your Hair

Cycling Without Age Comes to Valley VNA

Residents of Neenah began to see shiny new red pedal-powered rickshaws gliding around town last summer. When winter turns to spring, Valley VNA trained volunteer bike pilots will once again take one or two riders to experience the wind in their hair they smoothly coast them along sidewalks, city streets, and trails.

Technically called trishaws because of their three-wheeled construction, the bikes are part of a new program of Valley VNA Senior Care and Cycling Without Age, the brainchild of a Danish man who wanted to help seniors get back to the joy of bicycling. According to Tammy Malewski, marketing and development director at Valley VNA, the rides go far beyond a few new bikes. "It's about getting outside, exploring the community we love, seeing active and happy people at work and play, and participating in the city and nature the way we used to, when we were younger and more mobile," she said. "Just think what it would be like to experience the wind in your hair after so many years without that feeling. It's exhilarating."

Valley VNA was able to purchase two rickshaws from Denmark and enroll in the Cycling Without Age program thanks to the generosity of the Menasha Corporation Foundation and Fox Cities Greenways.

The global Cycling Without Age program is based on core values of generosity and multigenerational relationships. Volunteer bike pilots are trained to take less-able people out for bike rides. Their training encompasses safety, approved bike routes, and how to



facilitate the emotional connections and storytelling that make these experiences meaningful for young and old. The rickshaws are primarily for the use of Valley VNA residents and in-home care clients, yet Valley VNA plans to offer public rides this summer at special events around Neenah.

Valley VNA was able to purchase two rickshaws from Denmark and enroll in the Cycling Without Age program thanks to the generosity of the Menasha Corporation Foundation and Fox Cities Greenways. Malewski worked with the East Central Regional Planning Commission to choose bike routes and partnered with the Wisconsin Bike Fed to train volunteer pilots. Pilots make themselves available on their own schedules to take elders out on rides via a web-based sign-up. In the fall, Valley VNA introduced the rickshaws to residents and clients and shared them with the community at the October Neenah Farmer's Market. Plans are underway for another joyful 2018 rickshaw season.

Shiny New Wheels

Valley VNA Makes Good Use of Our First Activity Van

After months of fundraising and research we were proud to accept delivery of our first-ever fully accessible activity van for residents in July. The 2016 ARBOC Spirit of Freedom van is a 15-passenger van whose low-ride design has a ramp for passengers to easily get into the van whether they are walking on their own, with a cane or a walker, or in a wheelchair.

This is a wonderful gift of mobility, as our residents and clients are now able to attend events and activities in our community. For example, groups have gone to The Dome restaurant, Walmart, Applebee's, toured Christmas light displays, and gone for coffee. We were also able to pick up our student volunteers



from Little Chute High School on Wednesdays.

We are very grateful to the generous donors who helped us secure our beautiful new van: Galloway Company, the Robert Arndt Family, the Schmerein Fund from the Community Foundation for

the Fox Valley, the Robert L. Keller Fund from the Community Foundation for the Fox Valley, the George & Gussie Balck and Art & Mary Leske Charitable Fund from the Community Foundation for the Fox Valley, the Cathryn Probst Fund from the Community Foundation for the Fox Valley, the Lucille and Edward Plashko Fund from the Oshkosh Area Community Foundation, and the Guenther-Motz Trust Fund from the Oshkosh Area Community Foundation.

Bring a Bus of Young People

Little Chute High School Students Volunteer at Valley VNA

The challenge to recruit staff for our caregiving positions has driven us to connect differently with our high schools. Many high school students can now take the certified nursing assistant (CNA) course, especially if they plan to continue their education in nursing or the medical field. We are fortunate to have several high school students who work and volunteer with us in our assisted living, and Little Chute High School is especially important to us.

Little Chute High School has a Career Pathways Academy to engage students to be problem-solvers and self-motivated adults with the communication

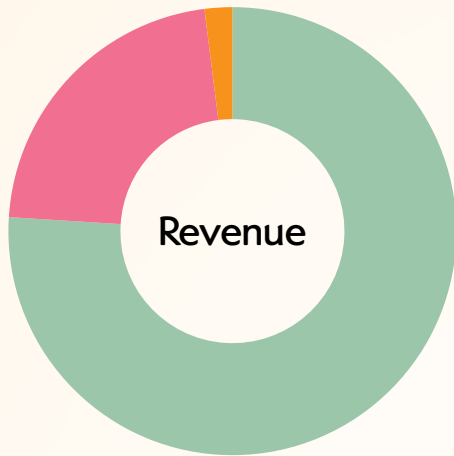


skills and academic aptitude to succeed in their desired post-secondary career. Their goal is to provide high quality academic and career preparation, including a CNA training program.

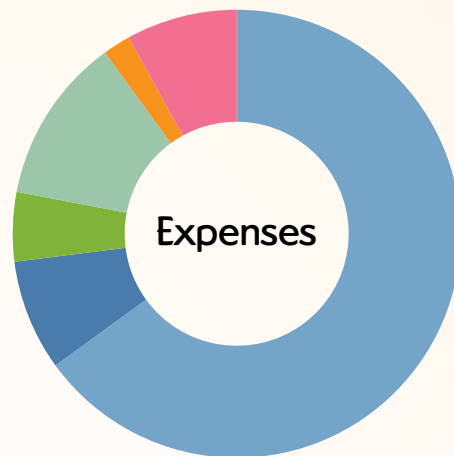
Within the past year, we used our new activity van once a week to pick up a group of Little Chute students who were interested in volunteering at Valley VNA. We believe this is a win-win for our residents, who enjoyed their time with kind young people. Our residents also make a powerful impact on the students. Everyone loves to see the Valley VNA van pull up filled with the high school students who are eager to see "their" residents again!

The Year In Review

Financial Highlights



- **77%** Residential Fees/Rental Income
- **20%** In-Home Care
- **2%** Contributions



- **65%** Salaries, Wages and Benefits
- **8%** Fixed Expenses
- **5%** Maintenance and Operating Expenses
- **11%** Residential/Client Care Expenses
- **2%** Utilities
- **8%** Administrative and Other

Change in Net Assets



Grants and Contributions
\$184,091

Services Provided



Meals on Wheels
71 Clients
5,020 Meals



Flu Clinics:
50 Clinics
1,388 Shots



Foot Care
430 Clients



Flu Shots
1,388



Blood Pressure Clinics and Health Chats
120

By the Numbers



Apartments Occupancy
38 Residents Served
97.3% Occupied



Assisted Living Occupancy
92 Residents Served
93.6% Occupied



In-Home Care Clients
296 Clients with
62,718 Hours

Valley VNA Senior Care gratefully acknowledges our wonderful donors who have supported us during 2017. Again this year to save natural resources and reduce printing costs, please look for our 2017 Donor Listing on our website, www.valleyvna.org. Go to "About Us" tab and click on "new and Updates." To request a printed copy, please call (920) 727-5555, ext. 2207.

Trading Spaces

Valley VNA Invests in Apartment Upgrades

Valley VNA's independent senior apartments were built in 1998 and were ready for some updates. Our renovation planning started in 2016 and work began in late 2017. The team of architects, builders, and designers at Community Living Solutions in Appleton was hired to assist because they have special expertise in the realm of senior living communities. Our goals were to keep our comfortable homelike environment and help older people confidently find their way around their community complex. We paid special attention to the safety of our residents and remain attentive to budget constraints.

These four specialized design elements are already bringing a fresh look and a new energy to Valley VNA:

Lighting: LED lighting keeps a facility's energy costs down; however, it also needs to appear incandescent and warm. We will ensure that it will be bright enough for seniors to safely see their way and complete tasks.

Artwork: Color and artwork create soothing pathways for residents. Coordinated and on-trend colors for carpeting and walls help seniors find their way, and thoughtfully chosen artwork helps them mark their progress or engage them in thoughts or

stories about their interests or memories. We will always consider the local culture and community as we choose art and collaborate with historical societies to bring in images so residents can enjoy and reminisce about them.

Color: As in many senior living communities, budgets remain tight. We can accomplish a lot by simply freshening paint colors.

Flow: In the case of Valley VNA, nearly 20 years after it was first constructed, it's important to look at the flow of the facility. Changes in care models, resident lifestyle preferences, and the makeup of the resident population are considerations. Spaces are reassigned to meet new needs.

This year, we started with two apartments and opened the space between the kitchen and living room to make it more open and airy. Kitchen flooring, cabinets, and countertops were updated. In the guest bathrooms, we removed the tub/shower unit and replaced it with a full-size washer and dryer. The master bathroom got new flooring and a step-in shower unit. New carpet, lighting fixtures and paint finished off the beautiful renovation.



In-Home Care | Independent Living | Assisted Living

1535 Lyon Drive, Neenah, WI 54956-4992
(920) 727-5555 (Fox Cities) | (920) 426-1931 (Oshkosh)
Toll Free 1-866-930-8862 | Fax (920) 727-5552
(920) 538-2974 (Greenville, Hortonville and New London area)
For more information, please call or visit: www.valleyvna.org

